DESIGNEWS

August Edition
2022



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JK LAKSHMIPAT UNIVERSITY
Institute of Design

"For Private Circulation only"

WHAT'S HAPPENING



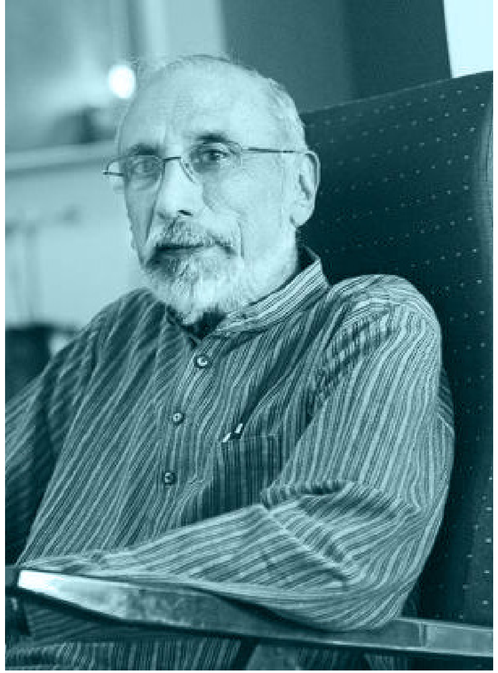
DESIGN GURU DAY 2022

Every year on November 9, the Institute of Design, JK Lakshimpat University celebrates Design Guru Day, in honour of Professor MP Ranjan, one of India's design evangelists who not only made a substantial difference through his design practices, but also nurtured generations of designers who followed in his footsteps.

To continue his legacy and remember him on his birthday, the Institute of Design, JKLU felicitates one like him, a mentor, a guide, an evangelist, a designer and most of all an educator who has impacted the minds of young design students. Some of the past recipients of Design Guru Day include Judy Frater, Don Norman, Vikas Satwalekar.

This year we honor Prof. Ashoke Chatterjee who was once the executive director of National Institute of Design, and has also been a senior faculty advisor for design management and communication. He has been a distinguished fellow at NID until his retirement in 2001 and dedicated years of service as honorary president of the Crafts Council of India. He is also a member of Aid to Artisans, a US based non-profit organization that offers practical assistance to artisans worldwide. He continues to work as a consultant in India to this date. His work today mostly renters around water management and environmental issues.

On Design Guru Day 2022, Prof. Ashoke Chatterjee will be delivering the MP Ranjan Memorial Lecture on 'Indian purpose and Indian hope. Design education after 50 years.' The event will be hosted in the lush green campus of JK Lakshmipat University and attended by design stalwarts across the country. The celebration will accompany a host of different activities led by design students of Institute of Design, JKLU



•NEW ARRIVALS IN IOD



Aastha Gohil

Ms. Aastha Gohil completed her B. Des. in Film and Video Communication Design from National Institute of Design, Ahmedabad and her masters in Screenwriting from Edinburgh Napier University, UK. Further she has also holds a Fine Arts diploma from Kanoria Center for Arts, Ahmedabad. She has her Diploma in Interior Designing from Amor Design Institute, Ahmedabad.

She has experience of more than 13 years in teaching as well as industry. She has worked in acclaimed organizations such as Khyati School of design Ahmedabad, IBD India Pvt. Ltd., Niksun Ad World Inc., Nodachi Design and Films. Black Camel Production, Synapse Co. and many other companies.



Swarnima Dwivedi

Swarnima has done her Bachelor of Design from NIFT Chennai and Masters of Design from NIFT Kannur. She is a Product Designer and Researcher. She has internship in various companies such as Brand Zero, Himalayan Haven, Zola India etc



Gunjan Mudgal

Gunjan has done Bachelors of Design specializing in Fashion and Lifestyle Accessory Design from National Institute of Fashion Technology, Chennai in 2020, M.SC. in International Luxury Management from Neoma Business School, Reims, France, and POLIMI Graduate School of Management, Milan, Italy in 2022.

“I am happy to welcome the new additions to the Design family. Aastha Gohil, Film & Video Design graduate from NID Ahmedabad, joins us again after a short break. Welcome back, Aastha.

Swarnima Dwivedi is a PG from NIFT and is joining as the first Academic Associate of the group. Welcome Swarnima.

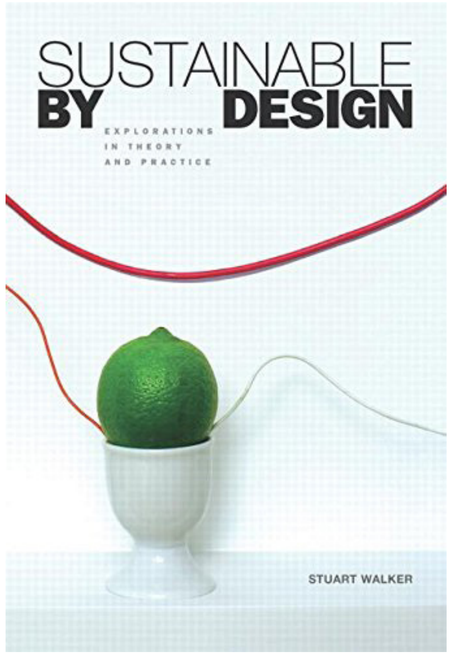
Gunjan Mudgal is the new Programme manager who just completed her studies in Italy. This is her first job, so welcome to the family.

My advice for the students is to ***show up***, if someone is showing up, it portrays interest and that is all what's needed. Rest would come along as the journey goes on with the help of your mentors. It is very important for you people to be keen observer, brave enough to take any initiative and be interactive. I welcome you all on this amazing career path as an IOD family member.

- Mr. A. Balasubhramaniam, Director of IOD”



•RECOMMENDATION OF THE MONTH



To advance the subject of design one has to engage in the activity of designing. Sustainable by Design offers a compelling and innovative, design-centred approach that explores both the meaning and practice of sustainable design. Walker explores the design process in the context of sustainability, and challenges conventional ways of defining, designing and producing functional objects.

He discusses the personal design process, tacit knowledge, ephemeral design, experimental design, and the relationship between intellectual design criteria, physical expression and aesthetic experience.

This book will introduce vital concepts to students and will inspire designers by providing a well-articulated basis for understanding the complexity and potential of sustainable design, and extolling the contribution of design to the creation of a more meaningful material culture.



AARAMBH 2022

A new beginning

ORIENTATION ACTIVITIES

To inspire, to motivate and to build the skill-set of students making them ready and equipped for university life 'Aarambh,' JKLU's induction and orientation programme for the incoming design batch of 2022 was held from 1st to 10 August.

During these 10 power packed days, the new students started their day as early as 6 AM marching to the grounds to take a jog along the scenic campus or perform yoga or even Zumba and were led by health and fitness experts. Between heading for quick showers and scampering for breakfast in the mess, the new comers to JKLU's diverse community found friends from different courses and different cities.









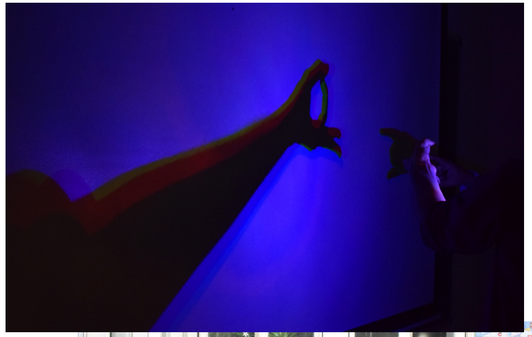




First off in the long list of activities planned for students were, engaging sessions that had an appealing line-up of speakers one of whom was Manish Jain (Teaching Professor at IIT Gandhinagar, Director RnD, Synopsys Scientist) where he condensed his prowess of creative learning and teaching science into an interactive, fun and hands-on lecture.

The students also had the opportunity to interact with Gaurav Juyal (Learning Experience Designer, Former host - Disney's Art Attack, Founder - Thoughts and Bolts, Founding Faculty of Institute of Design - JKLU) who took a three hour long workshop on visual storytelling.

Another engaging session was taken by Krishan Jagota (Head of Product Design at Sideways Consulting, Co-Founder - The Kindly, President - Association of Designers of India Mumbai Chapter) where he spoke about the power of design with a tinge of magic.











Apart from these, students had sessions on theatre, business simulations, introduction to poetry, a plantation and cleanliness drive, and a trek and a visit to Jaipur's scenic locations. The evenings were rather occupied with sports and age-old games like Catch Me, Ice Water, and Dodge Ball. The students were also exposed to the rich extra-curricular activities that the various Clubs of JKLU organised such as movie screenings and jamming sessions.

JKLU RUN

Aarambh 2022 finally culminated with a flagship marathon, sponsored by Decathlon, celebrating India's 75th year of Independence. The enthusiastic participation from students as well as faculty and staff of JKLU made the event memorable for each one of them.







VISUALIZATION
WITH IMRAN BEG



A 3 day workshop on Design Drawing and Representation Techniques was held with drawing maestro Imran Beg from 8th to 10th August for all the senior students of Institute of design.

The workshop led by Imran Beg focused on improving drawing and visualization techniques with emphasis on detailing and finishing. The students engaged in rigorous practice, revisited the foundations of drawing skills and benefitted from peer-to-peer learning as well.

Imran Beg is a well-known designer and tutor in India. With over 10 years of work experience as a fashion and textile designer with Bharat Silk; he is now working as a fashion illustration and foundation art faculty of NIFT and Pearl academy. He has written abstracts for IFFTI and designed illustrations for Suket Dhir. He has also designed garments along with a team for rock star movie. He has done many shows and has recently exhibited his painting at Lalit Kala Academy.

Quote from a student :

“ Sketching masterclass was cherry on cake. It gave a thorough understanding of materials and textures of products and how we can show a our concepts in very aesthetically, interesting and understanding way. ***- Vijay Patil, M.Des student*** *”*



Work of Vijay Patil, M.Des student



ACADEMIC LIFE UPDATE

57%
Students got paid internships.

25K
Highest Stipend

23%
Students were placed with global companies.

52%
Students got multiple internships offers.

10K
Average Stipend

4
Highest no. of interns were selected in the Dubai based Co. Ideaspice.

Got offers from cities like :
Dubai, Delhi, Mumbai, Anantpur, Bangalore, Jaipur, Ujjain, Gurgaon.

SUMMER INTERNSHIPS

MASTER G

AAME
Faircrafted by her

FI.
EXPERIENCE DESIGN AND CONSULTANCY

qure.ai

designhabit

DESMANIA

ideaaids

rhizome

baaya
artful spaces

CLOUD BREWZ

Design up



Khushi Garg, Interdisciplinary Design
Designhabit

"**Living the REAL',** as I call it. Working on laptop and in silos all the time never bothered me to look in the real world outside. Design Habit was an excellent opportunity for me where I can challenge myself enough to understand how experiences are created in a physical space. As a student, I faced some challenges here which was one, the scale of projects and second is breaking from the linear design process that we are taught in college. I learnt all of it by DOING in a studio setting with senior design professionals which was itself an experience one of a kind.

Professional is one, the other is some life skills. Among others, cooking is one of the skills I acquired meanwhile. Learning to deal with, manage and live in the REAL world.

I am incredibly happy to be able to contribute a little to these amazing bunch of people. This was the most loving and generous work environment I could ever be in. I started by doing graphics there.. which I found really challenging on a scale large as this. But they were very patient while helping me understand the process.

I am happy because I happened to write two scripts for their projects, one of which they were to present to our Prime Minister, and that was very well received. They are grateful for my contribution to that and since then they have lovingly called me their script writer.

They were so happy, and they told me to just come back soon. I have learned a lot from this place... these people."

INTERNSHIP INSIGHTS..



Maitreyi Kachhwaha, Interdisciplinary Design
Ideaspice

"My internship experience was everything a beginner in the industry could ask for. It was everything from learning to having fun. We were always treated as equals on the table with even the seniors and the head of departments. All our suggestions were welcomed wholeheartedly. It was a beautiful workplace equipped with all the necessary facilities and very friendly people. This experience helped me gain extremely useful insights as a designer and as a person, I learnt from my mentors by observing how they work, and the best part was that my work created a difference and contributed to their upcoming product. I met a lot of amazing people on my journey who contributed to making this experience great.

The experience also came with a lot of challenges which broke me down at some points but at the end of the day, I became a person with better problem-solving capabilities and great patience. Also, we received very thoughtful gifts at the end of the internship which was the cherry on the cake."

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Aarushi Batra, Interaction Design
Qure.ai



Chinmaya Mohta, Interdisciplinary Design
MasterG

Firstly, I would like to take a moment and say thanks to our director Bala sir for giving this opportunity. I found to go beyond my comfort zone and staying away from my family for the internship was a challenge.

MasterG is the first all-women design and skill development ecosystem for the global apparel industry. We exist to give tools to women to break out of patterns of disparity and exclusion. The thought behind the setup of the company attracted me the most. The office atmosphere is very professional but very loving and caring at the same time. For a newcomer like me there can be nothing better than this. The atmosphere taught me new skills very gently.

The colleagues in my office made a beautiful support system and that helped me to cross my rough patches very smoothly.What I learnt in my internship was, demands of the industry and completing them within the given time frame (deadlines). I am looking forward for the next beautiful experience.

Seeing and listening to stories my father used to tell me about being at work, experiencing the same but in a more fun-filled way, and getting better at my skills every day, qure.ai has taught me a lot of things. From using the facilities at our office building to giving me suggestions and critiques that helped me make my designs much better and more efficient. From freshers to farewell, I made many bonds and grew as a better person, personally and professionally. The best part of this eight-week journey was that everyone had an equal voice, be it the CEO of the company or an intern like me, every opinion was respected and taken care of.

I had always dreamt of what the environment at work would be like and how a designer would be treated there, and I was shocked after what I saw. As an interdisciplinary designer, I wanted to work with other disciplines, not just designers but also other teams that contributed to the success of the company, and here I worked with the engineering team, the product team, and the business development team as well, and everyone was so welcoming and excited to teach me new things, which helped me throughout the journey!



Vaishnavi More, Interdisciplinary Design
Qure.ai

My internship experience has provided me not only the industry exposure but also a sense of pride. I was honored to be a part of Amme. This is a unique organization owned by 75 differently-abled women. They specialize in making simple products like handmade paper, paper mache and tailoring small goodies. I focused mainly on identifying a product lne for corporate gifting which also aligns with their brand identity to gain a competitive advantage.

I chose products like bags, flower pots, penholder and dairy and when I started making these products, I faced practical challenges. Therefore, I started observing again and noticed that their jute tailoring machine are not able to produce adequately. Finding solution for this problem was my greatest achievement there as I introduced a new type of stitching technique for them, which is now being used in the company to make laminated jute products and at cheaper price and more efficiently.

I'm thankful to Bala sir for sharing this job profile with me and spreading awareness about it. This internship also helped me explore a distinctive corporate structure where everyone's contribution to the company is equal.

I was also happy to know that my products were liked by people there eventhough tailoring was not my forte and my stitching techniques is also been taught professionally by the women there.



Harshit Sharma, Interdisciplinary Design
Amme

HUMANS OF IOD





Mannat Bardia
Interdisciplinary Design

"In my first year, I was a part of the videography course. Gaurav was our mentor. For the course, we had to shoot a documentary. We were introduced to new software; Adobe Premier Pro. Everything was going over my head and I could not understand anything. I had never worked on anything like that. My group decided to make a documentary on a lady who lives near the college and works on a farm. We went there and filmed her.

I learned so many technical things like how to do voiceovers, syncing sound with visuals, the need for a script, questions, and proper structure etc. What seemed scary at first became so easy after trying all sorts of experiments. I got over my fear of using new software, and now I won't use any other software because I am so good at it. I feel like I can do anything now. I just have to make efforts and learn how to do new things. This experience really ignited my interest in filmmaking without even knowing how to do it properly."



Paraj Bhargava
Interaction Design

"I got to take part as a research assistant for Dhruv at Olin Summer School. There came a time during summer school when Dhruv could not come for some reason. That became my time to shine. I got to teach the professors of IET and IM about 'user persona'. Teaching something new to people who have achieved doctorates and are highly respected and experienced in their fields was an exhilarating feeling.

I learned a lot through that process. I got a chance to create my identity through the Design Institute. Before Paraj Bhargava, I was now known as a design student, and that added to my credibility. I discovered my worth on the JKLU campus. I wasn't this social before, but now everybody knows me, and I know everybody."



Neeraj Barbaruah
Product Design

To be honest after coming to this college has made me realise how proper guidance and mentoring can help you grow and a better version of yourself and JKLU has always made sure all the students are treated equally. The faculty here is great . Every day is a new adventure . We get to learn new things on a daily basis and get to interact with people and share thoughts and visions.

During my Design project I worked on two wheelers app based drivers. Carrying a second helmet for their customers was a big hassle for them . And because of not having a designated place to carry it they hang it on their bikes which is very unsafe for riders and customers at the same time.

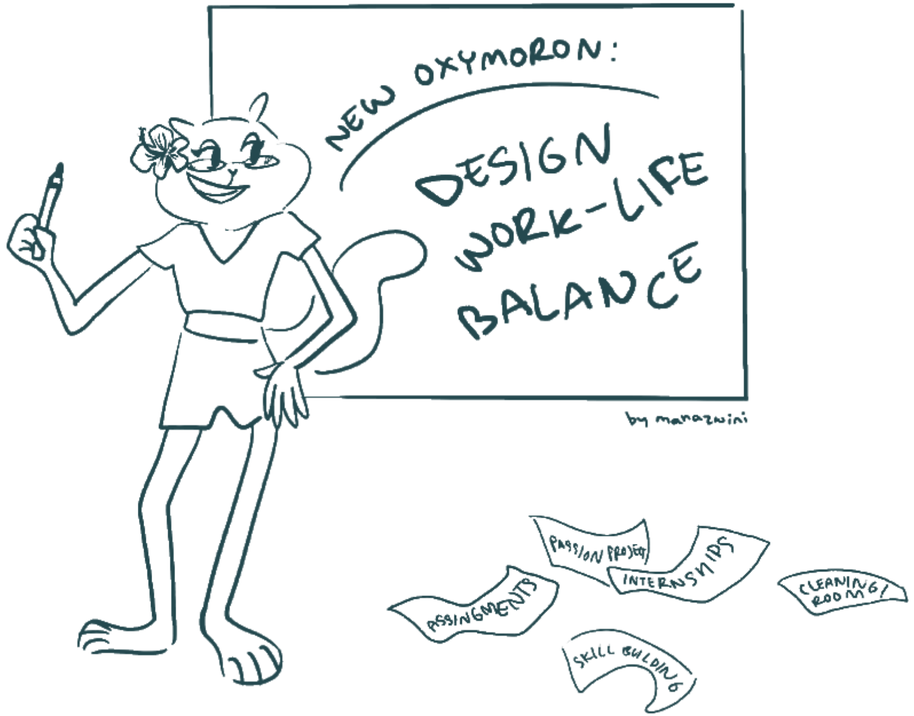
During this project I came out of my comfort zone and interacted with people to have a better understanding of the problem. I learnt so many new skills during this process . I am really glad that I am part of the jklu family and thankful to my parents for letting me study in such a prestigious college. I would also like to appreciate my seniors , who made me feel at home right from day !

Coming from Nagaland to JKLU was a huge decision for me, I come from an international school where there are other fellow Nagas, which made me feel a sense of familiarity but coming to Jaipur was a very daunting journey for me because there's hardly anyone that talks about coming to Jaipur other than site seeing. Initially I was a little bit scared to attend this college, but after some reassurance from my mother and meeting the design head Mr. Bala I knew that I could attend this college and so far, my experience here in JKLU is pleasant.

The teaching facilities here are good and all the teachers here are also very kind and understanding and above all they do their job well. Right now, I'm we are doing perspectives and I enjoy the class and by the end of it I will be able to draw perspectives even better. My journey with JKLU is still yet to finish and I am looking forward too it.



Imtichila Jamir
Integrated Communication Design

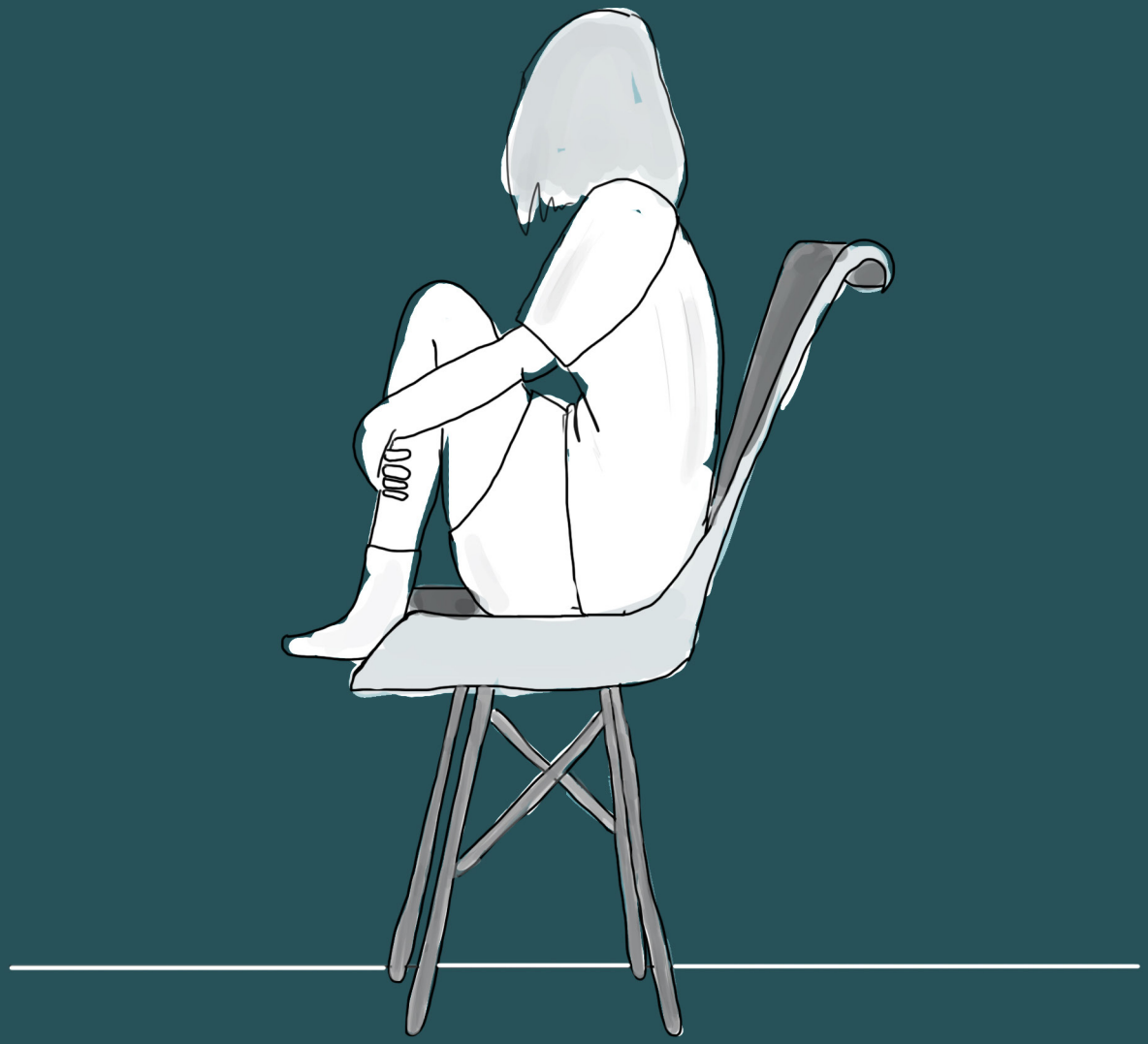


Credits:

- Gunjan Mudgal for Design
- Sarah Jain for Content
- Paraj Bharghava for Photos
- Saumya Sahay for Cover Illustrations
- A Balasubramaniam, faculty and students of Institute of Design, JKLU for their inputs



BUT HOW DO I KEEP IT SIMPLE OUT THERE!



Produced by students and faculty of Institute of Design, JKLU.